



Intel® Viiv™ Technology

Trademark and Logo Usage Guidelines



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Introduction

Overview

Intel® Viiv™ technology (pronounced like five) is a set of PC technologies designed specifically to enhance the enjoyment of digital entertainment in the home. It will enable a new generation of PCs to make it possible for consumers to get more enjoyment from their digital media. Every Intel Viiv technology-based PC offers such capabilities as home theater-quality audio, instant on and off (after initial boot-up), and power for simultaneous usages and multiple users. Consumers have the ability to enjoy all this from the comfort of the sofa several feet away from the actual PC, thanks to the inclusion of a remote control and a specially designed “10 foot” interface integrated into the PC operating system. This remote-driven experience is the hallmark of the “entertainment PC” category. Intel Viiv technology enables manufacturers to bring to market entertainment PCs in a wide range of form factors from sleek consumer electronics-inspired designs to more traditional “tower” designs.

Connected Devices

There will also be a variety of devices such as digital media adapters, wireless routers, and connected DVD players that will be tested by Intel to be compatible with Intel Viiv technology-based entertainment PCs. Each device which passes this verification process will be identified with a logo designed to make it easy for consumers to spot these compatible devices.

Branding

The Intel Viiv brand and color palette suggest vibrancy, vividness, and the excitement of a new platform that provides technology essential to connecting people and their digital media within and around the home.

Target Audience

At launch, the target audience for this brand is the consumer who is experienced with both computers and digital media, including music, photos, and video. This consumer is likely to already have a home broadband connection and is eagerly seeking products that make it easier to enjoy emerging forms of entertainment, such as video and music, on demand. Over time, PCs and other entertainment devices enabled by Intel Viiv technology will appeal to a wider range of consumers and will continue to stand for innovative capabilities designed to meet real-life needs.

Strategic Design

Intel® Corporate Logo

The refreshed masterbrand logo signals a next generation era for Intel. This is achieved through a dynamic, modernized logo that also builds on the equities of the Intel Inside® logo “swirl” and the heritage Intel Blue color. The result is a modern, forward-moving logo that clearly represents the driven, catalytic, and fascinating attributes of the company.

Intel® Viiv™ Logo

The Intel® Viiv™ brand and color palette suggest vibrancy, vividness, and the excitement of a new platform that provides technology essential to connecting people and their digital media within and around the home. The dimensionalized treatment of the logo conveys a jewel-like quality, increasing its impact and distinguishing it as a platform icon.



Badge Shape

A distinctive shape has been developed for Intel's platform and processor badges. It follows the trajectory of the masterbrand logo and affords a humanistic, ownable silhouette to the Intel® brand among its competitors.

White Background

A clean white background has been established behind the platform logos providing for a clear read-through from the masterbrand to the platform. It visually demonstrates the clarity and precision inherent within Intel.

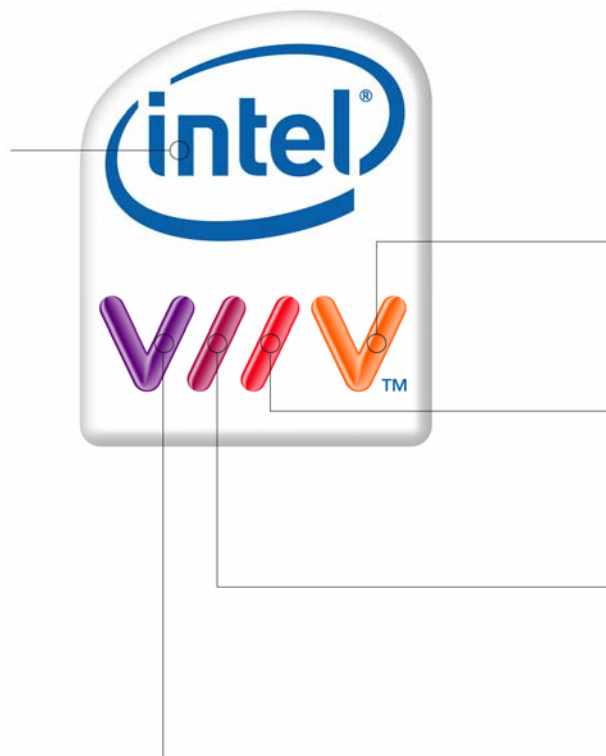
Color Palette

The Intel® logo is the dominant brand, supported by the Intel® Viiv™ technology platform. The color palette suggests vibrancy, vividness, and the excitement of a new platform that provides technology essential to connecting people and their digital media within and around the home.

Use these colors as indicated to consistently and powerfully express the brand's identity.

Intel Blue represents the inherent intelligence, precision, and technological leadership consistent with the Intel brand personality.

Intel Blue = special match
CMYK = 100, 40, 0, 0
RGB = 8, 96, 168



The following colors are utilized to effectively differentiate the Intel Viiv brand from other platform brands.

Pantone 166
CMYK = 0, 60, 100, 0
RGB = 255, 92, 0

Pantone 186
CMYK = 0, 96, 81, 4
RGB = 242, 0, 23

Pantone 221
CMYK = 0, 100, 25, 31
RGB = 170, 1, 76

Pantone 2602
CMYK = 63, 100, 0, 3
RGB = 97, 1, 121

- To achieve consistent Intel Blue in print, please refer to the Intel Blue color swatches.
- Pantone® is Pantone Inc.'s check-standard trademark for color standards and color-related products and services.

Sizing

To maintain the legibility of the Intel® Viiv™ logo, minimum size requirements have been set for logo reproduction in various applications.



.5" (1.27 cm)
wide for print

Print Minimum Size

For most print applications, the size is .5" (1.27 cm) wide.



62 pixels wide
for online

Online Minimum Size

A 62-pixel wide version is available for use in online applications.

Backgrounds

Whenever possible, place the Intel® Viiv™ logo on a clean, clear, solid background. Note, when the logo is used on a colored photographic or patterned background, there must be significant contrast.



Place the logo on a white or a solid background of good contrast whenever possible.



Place the logo on a patterned background only when there is significant contrast.

Clear Space

To reinforce communication goals and maintain the strength of the Intel Viiv logo, set the logo apart from surrounding design elements by maintaining a constant clear space around it. In all applications of the Intel Viiv logo, the clear space surrounding the logo is equal to the height of one "n" in "Intel."



The area surrounding the Intel Viiv logo should be even and free from typography, illustration, or other graphic elements whenever possible.

Incorrect Usage

The following are examples of incorrect expressions of the Intel® Viiv™ logo. Do not use these or other treatments that weaken the consistency of the brand identity.

Do not redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.



Reproduction Specifications

The Intel® Viiv™ logo print files have been created in vector format using Adobe® Illustrator® 8. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software. In order to maintain a consistent impression of the logo, certain aspects of it have been optimized at each size. Therefore:

- Scale each logo file up to the next largest size only.
- For logos needing to be larger than 7.5" wide, use the 7.5" wide version and scale up. When the logo is scaled to a very large size, manipulation may be required so that the trademark symbol does not appear disproportionately large.

* Other names and brands may be claimed as the property of others.

Artwork Formats

Print: Process Color

Format: EPS

Colors: C, M, Y, K

Available sizes: 7.5", 1.25", .75", .5" widths

Print: Grayscale

Format: EPS

Colors: K

Available sizes: 7.5", 1.25", .75", .5" widths

Print: Process with Spot Color

Format: EPS

Colors: Intel Blue, C, M, Y, K

Available sizes: 7.5", 1.25", .75", .5" widths

Web: RGB

Format: GIF

Colors: R, G, B

Available sizes: 120, 90 pixels heights;
62 pixels width; 60 pixels height for web
banner ad only

Rich Media: RGB

Format: EPS

Colors: R, G, B

Available size: 1" height

Presentation: RGB

Format: PNG

Colors: R, G, B

Available sizes: 150, 62 pixels widths

Trademark Usage

Proper acknowledgement of Intel's trademarks is required. Whenever the logo appears, the following footnote must also appear:

Intel, the Intel logo and Intel Viiv are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

Proper trademark usage rules include:

- As with all other trademarks, the Intel® Viiv™ trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the Intel Viiv trademark (e.g., Intel® Viiv™ technology).
- The approved nouns for the Intel Viiv trademark are brand, logo, mark, name, platform, technology, and trademark. "Technology" is required for use in all marketing communications including Intel Inside® Program Level A message and Sig ID communications. "Processor" is not an approved noun for this mark.
- There are a number of additional approved nouns that refer to the specific components of the platform and software. These include: Content Directory Service, Media Library, Media Server, network, Network Management Software, Network Map, network settings, options, software, software updates, support, utility, and Zone. These nouns are not for use in describing personal computers or other devices containing Intel® Viiv™ technology. The noun "Zone" refers specifically to the user interface through which consumers access the verified content from fellow travelers. "Zone" is only approved for use in text as follows: the Intel® Viiv™ Zone. In layout, it may be used as the (logo) Zone.
- Finally, the following nouns are approved for use only when discussing Intel® Viiv™ technology verified devices and services: technology-based home networks and technology verified devices (for example, routers, digital media, adapters, and connected TVs).

Trademark Usage

- The appropriate use of the trademark symbols with this trademark is as follows: Intel® Viiv™ trademark.
- Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use, and first appearance in the body of text.
- Include Intel® before the Viiv™ trademark (e.g., Intel® Viiv™ technology).
- The Intel® Viiv™ logo artwork does not use the Intel® trademark in front of Viiv™. This is the only permitted use of Viiv™ without the Intel® mark in front of it.
- Never hyphenate or abbreviate the Intel® Viiv™ trademark.
- Never incorporate the Intel® Viiv™ trademark or any part of the trademark into a third party's company name, product brand name, or model number.
- There are also some branded technology components that are part of the Intel® Viiv™ platform (hardware or software). Their names are:
 - Intel® Quick Resume Technology Drivers – abbreviated as Intel® QRTD
 - Intel® Hub Connect Technology – the actual technology that enables the simpler set up
 - Intel® Smart Streaming Technology – for the media transcoding/transrating software

Examples of Intel® Viiv™ Technology Use:

CORRECT USAGE	INCORRECT USAGE
Intel® Viiv™ technology	Viiv™ technology (missing Intel®)
Intel® Viiv™ technology-based PC	Intel® Viiv™ processor
ABC system with Intel® Viiv™ technology	ABC Viiv™-based system
Devices that are verified to work with Intel® Viiv™ technology	Intel® Viiv™ digital home technology (not an approved noun)
Intel® Viiv™ technology verified device (also applies to router, digital media adapter, connected DVD player, etc.)	Intel® Viiv™-compatible devices (missing technology; hyphenation is incorrect)
Intel® Viiv™ technology-based home network (refers to a home network comprised of at minimum an Intel® Viiv™ technology-based PC and an Intel® Viiv™ technology verified wireless router)	Intel® Viiv™ entertainment PCs (not an approved noun)

Thank You

Proper and consistent use of the Intel® Viiv™ logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success. Thank you for your contribution to this effort.

For further information, contact: Corporate Brand Identity.

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